Careers in Sports Communication

Do you have a interest in covering athletic events or representing sports teams?

Employers in sports communication need applicants who know how to operate broadcast equipment and technology, understand media management and have strong written and verbal communication skills. The Greenlee School, equipped with digital newsrooms and multimedia labs, can teach you the skills and give you the professional experiences these employers are looking for in applicants.

Greenlee courses to get you on track:

- JL MC 242: Visual Communication
- JL MC 307X: Digital Video Production
- JL MC 315: Multimedia Production
- JL MC 344: Feature Writing
- JL MC 349: News and Feature Editing
- JL MC 449: Editorial Strategies
- P R 321: Public Relations Writing
- ADVRT 434: Advertising Campaigns

Our students have interned at these companies:

- NFL Films
- Iowa Cubs
- Iowa State Athletics
- Sports Illustrated
- Special Olympics Iowa
- Iowa Barnstormers
- WHO-HD Television
- Kroenke Sports and Entertainment
- Source Media

Iowa State opportunities in sports communication:

Intern with ISU Athletics and work with sports teams throughout their athletic seasons—covering games, running social media and serving as a liaison to the press. Join the Iowa State Daily, ISUtv or 88.5 KURE, which all report on ISU Athletics.

Want to know more?
Contact us: greenlee-advisers@iastate.edu
Student Profile:
Payton Arnold

Sports have always been a passion of Payton Arnold’s, but he wasn’t exactly sure what career path he should pursue. After taking an introductory public relations course, he found a way he could blend his interests within a career. He combined his writing skills and passion for sports with public relations and now works as a student sports information director with Iowa State Athletics Communications.

Now in his role as one of the primary contacts for Iowa State’s women’s soccer team, he works as a liaison between the media and the team. Additionally, he writes game previews, recaps and feature stories, while also handling the team’s social media accounts.

“My time at Iowa State will pay off huge for me in the future, because I have gotten three full years of hands-on experience in my field and already have a good grasp on what the job requires,” Arnold said.

The foundation that he’s built as a Greenlee student will come in handy for Arnold, as he aspires to continue working as a sports information director at a major university upon graduating.

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